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**Root CEO/Author Jim Haudan Presents *The Art of Engagement: Inspiring People, Creating Change, And Making A Difference* at TEDxBGSU**

**Sylvania, Ohio – Sept. 13, 2011 –** [Jim Haudan](#), author and CEO of Sylvania-based [Root](#), the strategic execution company, is a featured speaker at the upcoming [TEDxBGSU](#) single-day conference. The inaugural student-created event takes place Sept. 16 at Bowling Green State University (BGSU), Kobacker Hall, in Bowling Green, Ohio.

During his session, “The Art of Engagement—Inspiring People, Creating Change, and Making a Difference,” Haudan will present best practices on how leaders can unleash hidden potential within employees and themselves by fully engaging people in the critical changes of their business. These insights, drawn from both his book [The Art of Engagement: Bridging the Gap between People and Possibilities](#) and his more than 25 years of experience helping Fortune Global 2000 companies execute on strategies, will arm the audience with the knowledge and tools needed to motivate individuals.

“Engagement is a critical lever of success at companies of all sizes,” said Haudan. “By reminding organizations that people work there and that strategy execution through people is core to the whole process, they will see greater engagement and meaningful change.”

In just 15 minutes, Haudan will outline the most common engagement challenges facing organizations and provide guidance on how leaders can better inspire people by helping them connect their role to the organization’s strategy and create the change that will deliver strategic results.

***About TEDxBGUS***

Bringing together ideas and interesting people from around the world and around the corner, TEDxBGSU is a single-day conference in Bowling Green, Ohio. In its first year, TEDxBGSU is a student-created event at Bowling Green State University (BGSU) with the support of faculty, staff, alumni, community members and professionals. TEDxBGSU will take place at Kobacker Hall on the campus of BGSU Sept. 16, 2011 from 9 a.m. to 5 p.m.

***About Root***

Root is the strategic execution company that engages people as the catalyst for change. With more than 20 years of insights from partnering with the world’s largest businesses, Root uses a proven strategy execution framework that transforms businesses and accelerates results. A privately-owned company, Root is based in Sylvania, Ohio. For more information, visit [www.rootlearning.com](http://www.rootlearning.com)

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**MEDIA NOTE:**

*Jim Haudan will be available for interviews both by telephone prior to the conference as well as in person at TEDxBGSU on Sept. 16. To schedule an interview, please contact Aleassa Chambers at [aschambers@rootlearning.com](mailto:aschambers@rootlearning.com) or 419.725.1119.*